



WISH
1950 N. Meridian St.
Indianapolis, IN 46202
(317) 923-8888

CONTRACT

And:

Media Strategies & Research
1580 Lincoln Street
Suite 510
Denver, CO 80203
USA

<u>Contract / Revision</u> 201019 /		<u>Alt Order #</u>
<u>Product</u> 8/27-9/2		
<u>Contract Dates</u> 08/27/12 - 09/14/12		<u>Estimate #</u>
<u>Advertiser</u> POL/Gregg For Indiana (D)		<u>Original Date / Revision</u> 08/31/12 / 08/31/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WISH	<u>Account Executive</u> David Copple	<u>Sales Office</u> Indy Local Sales
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u> IN2114/IN2116/SP175:		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
1	WISH	08/27/12	09/02/12	Daybreak Early Edition	5-530a		:30			NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	MTWTF--				5	\$150.00			
2	WISH	08/27/12	09/02/12	Daybreak 1st Edition	530-6a		:30			NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	MTWTF--				5	\$250.00			
3	WISH	08/27/12	09/02/12	Daybreak @ 6	558-7a		:30			NM	6	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	MTWTF--				6	\$450.00			
4	WISH	08/27/12	09/02/12	CBS This Morning @7a	7-8a		:30			NM	8	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	MTWTF--				8	\$200.00			
5	WISH	08/27/12	09/02/12	CBS This Morning @8	8-9a		:30			NM	5	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	MTWTF--				5	\$25.00			
6	WISH	09/01/12	09/01/12	Daybreak Saturday	558-9a		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-----S-				1	\$250.00			
7	WISH	08/29/12	08/29/12	Indy Style	858-10a		:30			NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	--W----				1	\$50.00			
8	WISH	08/30/12	08/30/12	Price Is Right	1058-12p		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	---T---				1	\$300.00			
9	WISH	08/27/12	08/29/12	Rachael Ray	258-4p		:30			NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	M-W----				2	\$75.00			
N 10	WISH	08/28/12	08/31/12	Anderson Cooper	357-5p		:30			NM	3	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-T-TF--				3	\$75.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	2	WISH	08/27/12-09/02/12	Anderson Cooper	357-5p	-Tu-ThF----	:30		\$75.00	NM		
			See MG 10.4									
	4	WISH	09/10/12-09/14/12	Anderson Cooper	357-5p	MTuWThF----	:30		\$75.00	NM		
	Ⓜ MG for 10.2 08/31											

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.



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<u>Contract / Revision</u>	<u>Alt Order #</u>
201019 /	

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
08/27/12 - 09/14/12	8/27-9/2	

<u>Advertiser</u>	<u>Original Date / Revision</u>
POL/Gregg For Indiana (I	08/31/12 / 08/31/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
11	WISH	08/27/12	09/02/12	News 8 @5p	5-530p		:30			NM	7	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	MTWTF--				7	\$400.00			
12	WISH	08/27/12	09/02/12	News 8 @ 530p	530-6p		:30			NM	7	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	MTWTF--				7	\$400.00			
13	WISH	08/27/12	09/02/12	News 8 @6	558-630p		:30			NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	MTWTF--				5	\$600.00			
14	WISH	08/29/12	08/29/12	Inside Edition	658-730p		:30			NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	--W----				1	\$550.00			
15	WISH	08/28/12	08/30/12	Entertainment Tonight	728-8p		:30			NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-T-T---				2	\$600.00			
16	WISH	08/27/12	08/27/12	Monday 10-11p	958-11p		:30			NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	M-----				1	\$1,700.00			
17	WISH	08/31/12	08/31/12	Friday 10-11p	958-11p		:30			NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-----F--				1	\$1,600.00			
18	WISH	08/27/12	09/02/12	News 8 @ 11 M-F	11-1135p		:30			NM	10	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	MTWTF--				10	\$900.00			
19	WISH	08/29/12	08/29/12	David Letterman	1135p-1237a		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	--W----				1	\$500.00			
Totals											72	\$30,550.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 -09/14/12	72	\$30,550.00	\$25,967.50
Totals	72	\$30,550.00	\$25,967.50

Signature: _____ **Date:** _____

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Station Order Revised Gregg for Governor 2012

Market: Indianapolis

Estimate ID

Flight Dates: Monday, August 27, 2012 to Sunday, September 02, 2012

11670

Contact: Brent Denny

Phone: 317-923-8888

Email: Brent.Denny@WISHTV.com

Fax: 317-926-1144

Direct: 317-704-8731

WISH-TV

Program Name	DP	Days	Length	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
					Aug 27	Aug 28	Aug 29	Aug 30	Aug 31	Sep 01	Sep 02	
WISH 5a News	EM	M-F		\$150.00	1	1	1	1	1			5
5:00 AM 5:30 AM		30		\$750.00								
WISH 5:30a News	EM	M-F		\$250.00	1	1	1	1	1			5
5:30 AM 6:00 AM		30		\$1,250.00								
WISH 6a News	EM	M-F		\$450.00	1	1	1	1	2			6
6:00 AM 7:00 AM		30		\$2,700.00								
CBS This Morning	EM	M-F		\$200.00	2	2	1	2	1			8
7:00 AM 8:00 AM		30		\$1,600.00								
CBS This Morning	EM	M-F		\$25.00	1	1	1	1	1			5
8:00 AM 9:00 AM		30		\$125.00								
Saturday 8a News	EM	Sa		\$250.00						1		1
8:00 AM 9:00 AM		30		\$250.00								
Indy Style	DT	M-F		\$50.00			1					1
9:00 AM 10:00 AM		30		\$50.00								
Price is Right	DT	M-F		\$300.00				1				1
11:00 AM 12:00 PM		30		\$300.00								
Rachael Ray	EF	M-F		\$75.00	1		1					2
3:00 PM 4:00 PM		30		\$150.00								
Anderson Cooper	EF	M-F		\$75.00		1		1	1			3
4:00 PM 5:00 PM		30		\$225.00								
WISH 5p News	EN	M-F		\$400.00	2	1	1	2	1			7
5:00 PM 5:30 PM		30		\$2,800.00								
WISH 5:30p News	EN	M-F		\$400.00	1	2	1	1	2			7
5:30 PM 6:00 PM		30		\$2,800.00								

Suzanne Collins

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

Date/Time Sent: 8/23/2012 12:08:44 PM

WISH-TV

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suzannel@mediastrategies.com



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				Aug 27	Aug 28	Aug 29	Aug 30	Aug 31	Sep 01	Sep 02	
WISH 6p News	EN	M-F	\$600.00	1	1	1	1	1			5
6:00 PM 6:30 PM		30	\$3,000.00								
Inside Edition	PA	M-F	\$550.00			1					1
7:00 PM 7:30 PM		30	\$550.00								
Ent Tonight	PA	M-F	\$600.00		1		1				2
7:30 PM 8:00 PM		30	\$1,200.00								
Hawaii Five-O	PT	M	\$1,700.00	1							1
10:00 PM 11:00 PM		30	\$1,700.00								
Blue Bloods	PT	F	\$1,600.00					1			1
10:00 PM 11:00 PM		30	\$1,600.00								
WISH 11p News	LN	M-F	\$900.00	2	2	2	2	2			10
11:00 PM 11:34 PM		30	\$9,000.00								
Letterman	LF	M-F	\$500.00			1					1
11:35 PM 12:37 AM		30	\$500.00								
Station Gross Totals			\$30,550.00	14	14	14	15	14	1		72

Suzanne Collins

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

suzannel@mediastrategies.com

Date/Time Sent: 8/23/2012 12:08:44 PM

WISH-TV

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AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐

FEDERAL CANDIDATE

☒

STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: WISH-TV Indianapolis	Date: 8/23/2012
------------------------------------------------------------------	----------------------------------

I, Media Strategies and Research,
 being/on behalf of: John Gregg, a legally
 qualified candidate of the Democratic political
 party for the office of: Governor
 in the General
 election to be held on: Tuesday, November 06, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		SEE ATTACHED SCHEDULE			
Date of First Broadcast:			Date of Last Broadcast:		
Monday, September 03, 2012			Sunday, September 09, 2012		

Total Charges: \$15,775.00

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Gregg for Indiana

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Mike Claytor

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

Thursday, August 23, 2012

Date



Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title